

# Set up is Everything

## Objective

Making the biggest difference.

1. Help system salespeople and designers to understand the importance of system synergy and set up.
2. Improve the end user experience while building more equity into the equipment and the skills of the system integrator.
3. Break some bad habits that have contributed negatively to present business levels..

## Musts

Audition equipment and try different combinations as reality checks.

- Check playback against un-amplified music-participate in local events and live recording if possible.
- Don't be afraid to put more "into it" than will ever be appreciated or acknowledged. Be the kind of sound company that, if it were a restaurant, you would patronise or recommend.
- Think about how systems "feel" when they are playing. Playback is an experience in total.
- Try as many room placement variables as you can so you can communicate these when needed. Remember the "five foot rule."
- Study the science (including brain science) and do as many direct comparisons as you can. You can break rules after you know them.
- Use a tape measure and a bubble level. Remember: DSP and EQ come after proper set up and cannot overcome a poor execution and/or poor equipment matching.
- Be weary of techno-fetishists or the "money grab", and seek balance in completed systems.

## Procedures

1. Play your systems for as many people as you can and listen carefully for concerns from those outside the industry.
2. Never downplay performance differences. That which is just noticeable in a few moments will irritate greatly over the life of a system.
3. Show potential clients the tradeoffs of moving from full range, to book shelf, to wall mount, to inwall/in ceiling. Do the same for sources. Let them decide AFTER they have experienced the differences.
  - Never present performance in a snobby, boys club or didactic fashion. Show, don't tell.
  - Challenge myths and listen for yourself. Never assume components are compatible, let alone synergistic.
  - Learn to listen outside yourself. Look for ways to improve always.